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Time, Gannett buys win praise

Time heads south for winner

By STUART J. ELLIOTT

New York—Time Inc.'s move across the Mason-Dixon line to acquire Southern Progress Corp. is being described as a logical, natural step as the communications giant rediscovers its roots in magazine and book publishing.

"It sounds like they bought a fine property," said John Reidy, vp-media analyst at Drexel Burnham Lambert here, "very complementary with the properties they have. It's a fine deal for both sides."

Time Inc. surprised the media and marketing communities Feb. 21 when it disclosed the cash transaction—$395 million plus $85 million in other considerations—to acquire the Birmingham, Ala.-based Southern Progress.

Time Inc. has had "a lot of cash sitting around for a while," said Mr. Reidy. "This looks like a good place to put it."

The company, 99 years old this month, bills itself as the nation's largest regional magazine and book publisher. Among the properties of the company, which was ranked as 81st-largest in Advertising Age's annual 100 top media companies listing last June: *Creative Ideas for Living*, a national monthly with a circulation of 732,127 for the six months ending last Dec. 31; *Progressive Farmer*, a regional monthly, circulation 573,402; *Southern Living*, the company's preeminent holding, another regional monthly with a circulation of 2,253,569, and the Oxmoor House book division.

The Time-Southern Progress deal is the

(Continued on Page 62)

CBS sells off 'Family Weekly'

By WILLIAM F. GLOEDE

New York—Gannett Co.'s agreement to purchase *Family Weekly* from CBS Magazines has set off speculation as to what the new owner plans for the ailing Sunday magazine.

Industry insiders believe that, under the agreement reached Feb. 21, Roslyn, Va.-based Gannett will pay between $35 million and $50 million for *Family Weekly*, which last year earned an estimated $6 million before taxes. These insiders say CBS had asked $60 million for the weekly.

What Gannett will get—just a month after it agreed to pay $200 million for the *Des Moines Register* and other newspaper properties of Des Moines Register & Tribune Co.—is an admittedly ailing publication that CBS has been unable to turn around since its purchase in 1980, but it is a property that holds promise for a company like Gannett.

"It's kind of interesting," said John Morton, publishing analyst for Lynch, Jones & Ryan, Washington. "One wonders what's up Gannett's sleeve."

In 1984, according to Publishers Information Bureau, *Family Weekly's* ad pages fell 11.2%, to 693 from 780, as ad revenues fell 10.4%, to $87.1 million from $97.2 million. So far this year, through the Feb. 17 issue, ad pages are estimated to be down 0.2%.

Gannett has already established new networks of national advertising combinations, including its flagship *USA Today*, its 85 daily newspapers, 16 radio and six tv stations, outdoor advertising boards and the newly an-

(Continued on Page 82)

Godfather 'nice guy' in new ads

By CLEVELAND HORTON

Godfather's Pizza, the 900-outlet restaurant chain that sued an agency to guard its marketing plans, will stress the high quality and generous portions of its toppings in a new tv campaign due in early April.

It also features a sweetened image of its Godfather character.

The campaign represents the first creative from Dailey & Associates, Los Angeles, which won the $5 million creative account last June. The account took on greater importance, however, when Godfather's subsequently sued Chist/Day for dropping out of the review to pitch Pizza Hut (AA,

(Continued on Page 80)

Last Minute News

Ferraro takes women's theme in Diet Pepsi spot

Purchase, N.Y.—Pepsi-Cola USA's new Diet Pepsi tv spot featuring Geraldine Ferraro (AA, Feb. 18) will show the 1984 Democratic vice-presidential candidate with her daughters, Donna and Laura Zaccaro. The spot's theme deals with women's opportunities and that "You can be anything you want to be today...be it a mother, a vice-presidential candidate," said a spokesman for Ms. Ferraro. The spokesman said PepsiCo told Ms. Ferraro she could "say anything she wanted to, within reason," and that she decided to use her daughters in the spot. BBDO handles Diet Pepsi. *(See Page 3 for other stories on Pepsi creative.)*

Coca-Cola may snap at Gatorade market

Atlanta—Coca-Cola Co. is considering an entry in the high-energy isotonic soft-drink category now dominated by Stokley-Van Camp's Gatorade, industry sources believe. To date, Indianapolis-based Stokley-Van Camp has not built a strong market for Gatorade outside the Southeast and Southwest, but to build sales in the $1 billion single-strength juice-drink category Stokley parent Quaker Oats Co. plans to boost marketing support as much as 50% this year. Coca-Cola, PepsiCo and other soft-drink marketers have been eager to capitalize on increasing consumer preference for more nutritious fruit drinks and isotonics. Coca-Cola earlier tested an isotonic drink, Puma, that never was rolled out.

Bozell cashes in on Dillard account

Little Rock, Ark.—Dillard Department Stores has named Bozell & Jacobs/Southwest, Dallas, to handle its $10 million-to-$12 million broadcast account. Faulkner & Associates previously handled.

(Continued on Page 8)

Do celebrities, alcohol mix?

By STEVEN W. COLFORD

Washington—Lite beer without Marv or Rodney? Budweiser but no Leon Redbone? Paul Masson sans Citizen Kane?

Those could be only a few of the personnel losses that beer and wine advertising would suffer if a soon-to-be-released Treasury Department trial balloon on celebrities in

See editorial on Page 18.

tv and radio ads rises to its ultimate height.

In posing the question of whether to extend its existing ban on active athletes to include ex-jocks as well as stars from stage, screen and music, the department's Bureau of Alcohol, Tobacco & Firearms will formulate its answer from the comments, studies, surveys and supporting data of the advertising and alcohol industries, as well as their critics.

The bureau already is girding for an onslaught of responses to its proposal, now expected by mid-March, according to agency sources who blame the latest delay on more pressing matters at the Treasury Department—the federal deficit and tax-law revision, to name a couple—as well as the need to brief newly arrived Secretary James Baker III.

The proposal also underwent some "minor" rewriting at the hands of John Walker, assistant secretary for enforcement and operations, and deputy general coun-

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Beatles help Mercury

Beatles music and scenes reminiscent of Beatles movies are featured in new tv spots for Lincoln-Mercury commercials that bow on the Grammy Awards telecast on CBS Tuesday night. *(See story on Page 80.)*

NEWSPAPER
AA DC2001#CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

State Farm's game plan

State Farm Insurance Cos., Bloomington, Ill., will try to win over sports fans—the mostly male target audience it covets—with a new set of print ads breaking next month in *Sports Illustrated*. Needham Harper Worldwide, Chicago, handles.

Fractious Mars turns from fractured DMM

By GAY JERVEY and SCOTT HUME

The shuffling of domestic agency assignments last week by M&M/Mars forebodes a new wave of agency infighting and scrambling for Mars business overseas.

Mars is already moving quickly into new foreign markets and has started quietly reassigning some brands in Europe.

The major shifts in the agency lineup at Hackettstown, N.J.-based M&M/Mars (AA, Feb. 21) are most critical to D'Arcy MacManus Masius Worldwide. Last week, DMM lost some $15 million in Mars U.S. billings to Leo Burnett USA, Chicago, and Ted Bates Advertising/New York.

In addition, DMM's London office recently lost the $5 million Mars' Marathon and Topic brand candy bars in the U.K. to Ted Bates Holdings and Allen, Brady & Marsh, respectively.

Some sources said the London reassignments were as critical to DMM as the domestic losses because London is considered critical to both Mars and the DMM worldwide operation (AA, Feb. 11). D'Arcy still handles most Mars advertising in the U.K. Its U.K. account and the international Mars business D'Arcy coordinates from London reportedly are worth as much as $60 million.

The problem is worsened by reports that other non-Mars accounts at DMM/London are also under review.

In addition to losing the Mars business last week, DMM in New York has lost about $30 million in AT&T consumer products business to N W Ayer (AA, Feb.

(Continued on Page 80)

Highlights

Top executives from major U.S. food and beverage marketers are expressing renewed commitment to their primary businesses as they plan hefty increases in 1985 ad spending. *See Page 6.*

To some in the magazine industry, Family Media seems like a salvage operator—but that's not how the company's top executive, Robert Riordan, looks at it. *See Page 10.*

Hills Bros. Coffee, hoping to recapture the glory days of its recently acquired Chase & Sanborn line, has repackaged and relaunched the brand, with ads breaking this month. *See Page 12.*

Tomsun Foods, a leading producer of branded tofu, will expand its marketing efforts with the help of two well-known names from low-calorie and health-food marketing in the 1970s. *See Page 12.*

Second and third-class mailers are more accustomed to assailing each other's postal rates as too low while battling for the affections of advertisers. But now they seem to be finding a common ground—opposition to the proposed fiscal 1986 federal budget. *See Page 14.*

A high-class automotive marketing battle is being plotted to pit Old World cars, such as Volvo, against each other in the New World, as they all scrap for the attention of yuppie buyers. *See Page 42.*

CORPORATE CLOSEUP

The rejuvenation of Alberto-Culver Co. comes as it jumps into new-product categories—most notably the estimated $100 million women's mousse category. *See Page 4.*

FORUM

Political columnist David Broder looks back at how the media handled coverage of the '84 presidential campaign. *See Page 20.*

DIRECT MARKETING

Group W Cable will be delivering a strange message directly to its 2 million subscribers starting this month: "Let us help you hook up your vcr." *See Page 36.*

It is now illegal for private companies or individuals to deliver mail to Western Australia households that display a sign saying "Australia post article only." Households that put up the sign may be sent items only through the national postal system, and circular distributors are objecting. *See Page 39.*

INTERNATIONAL

Japanese life styles and social values are changing, and western advertisers will adapt their marketing strategies to fit the times, according to Dentsu, the world's largest advertising agency. *See Page 46.*

The Spanish government is drafting legislation to ban "misleading, unfair or irrational advertising" and ads that it deems to be either sexist or harmful to children. The bill will be presented to the Spanish cabinet in April and could be passed by Congress before the end of the year. *See Page 46.*

The Royal Canadian Mounted Police is probing the federal government's media-buying contract after allegations of political kickbacks. Media Canada Inc. won the contract, estimated to be worth $1 million to $2 million from Canadian Media Corp. *See Page 48.*

VIDEOTECH

Marvel Comics Group has been named by the Reagan administration's Young Astronaut Council to produce a tv cartoon series and comics books tied to that project, as well as to handle potential merchandising tie-ins. *See Page 54.*

Viewtron, Knight-Ridder Newspapers' struggling electronic home information service, in March will cut its monthly subscription rate by $15 to $24.95. *See Page 58.*

COMING THURSDAY

SPECIAL REPORT

Expensive, risky and time-consuming, conventional test-marketing is more challenging than ever. To cope, test-marketing consultants are broadening their range of research tools and preparing to meet the needs of service-sector industries.

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ABC moves 'Lace II' to May

Countermoves batter 'Wives'

By JAMES P. FORKAN

NEW YORK—First, ABC's miniseries "Hollywood Wives" turned in disappointing Nielsens. Then ABC, which had scheduled "Lace II" for Palm Sunday, switched that miniseries to the May sweeps.

Agency media experts say "Hollywood Wives" was hurt by counterprograming moves by NBC and Showtime. As for postponing "Lace II," most sources said it was a sign ABC has thrown in the ratings towel. Scheduling the steamy sequel in March wouldn't help ABC close the gap with second-place NBC, they said, and so the network decided it would do more good for affiliates in May.

"I was surprised 'Hollywood Wives' didn't do better," said Jack Otter, SSC&B's senior vp-network programing. "It was as promised—trashy, but wonderful trash," he said, laughing. His agency had projected a 32 share, although he himself had anticipated much higher. The three-part "Wives," beating all its competition, actually delivered a 22.7 A.C. Nielsen Co. rating and 35 share (ABC officials maintained that "Wives" performed about as well as anticipated).

The Aaron Spelling-produced sex-and-murder potboiler, which went from a 33-share premiere to a 32 share for part two before climaxing with a hefty 39 share, was "hardly a disaster," said Phil Burrell, vp-network programing, Dancer Fitzgerald Sample. "The advertisers came out all right, though the network had hoped to put a greater dent into NBC's lead." ABC execs lately had been banking on advancing on the strength of such first-quarter events as "Wives."

Pointing to the Nielsens for Feb. 17, Mr. Burrell said, "You could see 'Hitler's SS' [on NBC] got a one-hour headstart that hurt 'Wives.' The second night the [NBC] Disney special did very well and established a beachhead that took a lot of available viewers away."

"Certainly the bridging NBC did had to hurt 'Wives' somewhat," Mr. Otter said, "with 'Hitler's SS' and 'Disneyland's 30th Anniver-

(Continued on Page 84)

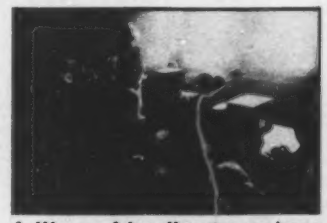
Apple II returns to its core in ads

By CLEVELAND HORTON

Apple Computer, which is betting its future on the success of its Macintosh, is giving increased ad support to its older, but surprisingly healthy, Apple II line.

The No. 2 personal computer marketer this week starts airing two new tv spots for the Apple IIe, stressing the pc's educational value. The commercials effect a warm tone to promote Apple as a friendly computer company, the Cupertino, Cal.-based marketer says.

Industry observers have accused Apple of ignoring its older machines, despite their hefty contributions to the company's record-breaking sales gains. Even Apple co-founder Stephen Wozniak, who recently resigned from the company (AA, Feb. 11), reportedly based his decision to depart on the



A warm, friendly atmosphere pervades new ads for the Apple IIe, including this spot featuring a teacher in the classroom.

(Continued on Page 80)

CORPORATE CLOSEUP

Alberto's one-man show wins rave reviews

By LAURIE FREEMAN

MELROSE PARK, ILL.—When Alberto-Culver Co. pops up in Wall Street conversations these days, comparisons to Helene Curtis Industries, another Chicago-area toiletries company, are inevitable.

But while some analysts believe Helene Curtis' shining future in health & beauty aids marketing has dimmed somewhat, they say Alberto has a rosy outlook.

The rejuvenation of the company, based in this western Chicago suburb, comes as it jumps into new-product categories—most notably the estimated $100 million women's mousse category (AA, Dec. 12, '83). Since its introduction, Alberto's mousse has grown to rank No. 2 behind leader L'Oreal, and retailers report "vigorous" repeat sales of VO5 mousse.

More recently, Alberto has tried another bold foray, this time into the $150 million men's haircare category, with its introduction of VO5 Mousse For Men (AA, Oct. 22).

Yet, while Alberto remains best known for its VO5 toiletries, tenaciously holding onto small product shares in the estimated $14.8 billion health & beauty aids retail market, the company continues to diversify, notably into household products and leather goods. The results of moving into these territories have been mixed: Sales of Mrs. Dash salt-free seasonings are growing, for instance, while sales of leather boots and designer handbags are sluggish.

Regardless of results, however, Alberto's commitment to diversification is steadfast. Haircare products, which accounted for 53% of sales in 1975, dropped to 38% in 1984. At the same time, household products continue to rise, currently accounting for slightly less than 10% of Alberto's gross sales.

The company's seeming reemergence stems in large part from the unrelenting drive of Leonard Lavin, 65, chairman and president, and the man, most would agree, who runs the company as an extension of his personality. If anyone fits the spirit of the word "entrepreneur," Mr. Lavin does.

Mr. Lavin bought the company in 1955 at a time when VO5 (Five Vital Oils) conditioning hairdressing was its main product. He admits he was looking to test his business wings after graduating from the University of Washington as a journalism major. Alberto-Culver, a small $300,000 California beauty supply company at the time, fit the bill.

From that one product, VO5, he built the company into a $348 million corporation, which he says wouldn't have happened without his strong belief in "good ideas."

"It takes an idea that's worthwhile and an idea that the public will respond to," he says. "You need a product that will fulfill that idea. Then you need a knowledge of advertising, marketing and promotion that will help that idea succeed."

Although the company's product list—not to mention its internal workings—has grown substantially from its humble beginnings, Mr. Lavin runs what still is considered a one-man show.

"I don't think of myself in any particular category," he says, leaning across his desk to better emphasize his point. "I like doing this type of business, I enjoy working with bright young people and I get a kick out of building and growing."

Yet the force of Mr. Lavin's leadership and personality concerns some industry insiders, who privately question what will happen when he retires. Would Alberto-Culver suffer should his guidance no longer be there?

Partly to allay those concerns, Mr. Lavin in recent years has brought more managers into his inner circle by forming an advisory committee of five top vps.

Chicago Bear Gary Fencik struts his "style" off the field in new print ads for Alberto-Culver's Consort Styling Mousse for men. Bozell & Jacobs, Chicago, handles.

Still, control of Alberto rests firmly with Mr. Lavin, who owns more than 40% of the company's stock. Other top posts also remain in the family. His wife, Bernice, is a vp, secretary and treasurer of the company. His daughter, Carol Bernick, is vp-new business development, and her husband, Howard, is a group vp, most recently in charge of turning around Alberto's ailing John A. Frye Shoe Co. and Phillippe handbag divisions.

It is these last two divisions that continue to be a thorn in Alberto's side when quarterly earnings are totaled. Frye's problems stem from an overabundant supply of women's cowboy boots during the early 1980s, which left the company out in the cold when the prairie look faded. Alberto is determined to turn the division around by introducing new colors, shapes and styles in its future collections.

Changing consumer tastes forced the Phillippe division to return to its forte—traditional, multicompartment leather handbags—thereby writing off its attempt with metallic leather purses, a supposed fad several years ago that never really picked up steam.

Industry observers are quick to say the two divisions are "losers" and the company should dump them and concentrate more on its core business—toiletries.

Yet, despite the well publicized problems with Frye and Phillippe, Alberto's bottom line is healthy. In fiscal 1984, ending Sept. 30, the company reported an 11% sales increase from the previous year to $348.6 million. Earnings rose 16% to $4.5 million.

The increased spending on new-product development hasn't had much effect on Alberto's earnings. A number of industry observers say the company is on sound financial ground.

Indeed, company executives share that optimism and recently declared a three-for-two stock split at Alberto's annual meeting (AA, Jan. 28) to generate more revenue for future growth and acquisitions.

Whatever the case, Alberto's toiletries and household/grocery divisions indeed have been busy. In 1984, it introduced 13 new products, helping to increase fiscal 1985 first-quarter sales by 11% from the same period last year, to $90.5 million. Earnings for the period, which ended Dec. 31, jumped 21% to $1.1 million.

The rapid-fire product pace actually began

(Continued on Page 70)

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ADWATCH

Cola, wine makers race to bottleneck

By SCOTT HUME

The new year has begun with a dead heat in cold drinks.

Coca-Cola and Pepsi-Cola are massing their advertising arsenals for a major go at each other's market share (AA, Feb. 18), and the results from this round of the Cola Wars should be especially interesting.

That's because both Coca-Cola Co. and Pepsi-Cola Co. began the year with nearly identical shares of consumer awareness for their cola advertising.

For ADVERTISING AGE's adWatch poll last month, 1,250 adults were asked to name the soft-drink advertising that first came to mind from all they had seen, heard or read in the previous 30 days. The results: 339 named Coke and 338 Pepsi.

It doesn't get much closer than that.

Except in the wine category.

Gallo and Riunite have been waging a battle for top-of-mind ad recall every bit as fierce as that between the cola giants.

E. & J. Gallo Winery and Villa Banfi USA also have started 1985 dead even. Asked to name the first wine advertising that came to mind, 125 of the respondents named Gallo and 125 Riunite.

Coca-Cola's 27.1% share of first mentions in the January survey represents a decline of seven percentage points from December's poll.

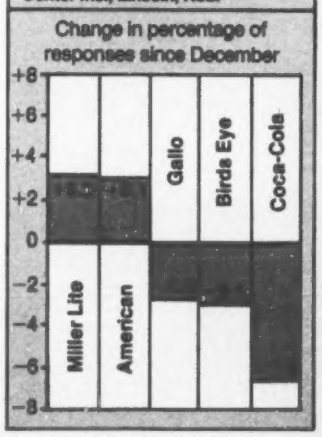
That decline indicates how closely advertising awareness mirrors advertising weight: Coke's December share increase of 3.5 points followed its five-week tv advertising blitz that began in November (AA, Nov. 1).

Although Coca-Cola obviously continued to be a major advertiser after that period, the weight de-

(Continued on Page 68)

January winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? *Note:* A change of plus or minus 2.8 percentage points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.



Food giants dish up new marketing moves

Pasta, snacks trigger more spending

By NANCY GIGES

ST. PETERSBURG, FLA.—Top executives from major U.S. food and beverage marketers are expressing renewed commitment to their primary businesses as they plan hefty increases in 1985 ad spending.

Key officials from 13 of the top 100 advertisers made presentations here last week on the state of their businesses to the Consumer Analysts Group of New York.

Increases in marketing expenditures this year may exceed 20% for many of the companies. With few exceptions, the companies expressed continuing interest in growth through acquisition, a trend that led to a number of marriages last year.

New-product plans include:

• Dart & Kraft, Northbrook, Ill.: Geographical expansion of Lender's bagels and Celestial Seasonings teas, the testing of a super-premium ice cream and the introduction of Tupperware Ultra 21 plastic ovenware products.

• CPC's Best Foods division, Englewood Cliffs, N.J.: Completion of national rollout of Thomas' English muffins and possible testing of products emerging from the merger of Mueller pasta and Knorr sauce technologies.

• R.J. Reynolds Industries, Winston-Salem, N.C.: Possible rollout from test of Del Monte frozen dinners, Island Blends beverages and Lite Hawaiian Punch.

• General Foods Corp., White Plains, N.Y.: Geographical expansion of Ronzoni pasta and Entenmann's baked goods, national rollout of Jell-O Fruit & Cream frozen dessert and testing of a new line of frozen desserts.

• Hershey Foods Corp., Hershey, Pa.: The testing of two new confectionery items this year and the move out of the Northeast and Midwest into its first Sunbelt market—Orlando—with its Friendly Ice Cream restaurant.

• Ralston Purina Co., St. Louis: The introduction of three new pet foods—Field Master, Lucky Dog and Puppy Chow Chewy Morsels.

• General Mills, Minneapolis: The rollout of Bran Muffin Crisp cereal, Nature Valley Dandy chocolate-covered granola bars and S'Mores Crunch cereal and the testing of Fiber One cereal.

• Quaker Oats Co., Chicago: Rollout of improved Celeste pizza crust and the introduction of Aunt Jemima Light butter-flavored syrup.

Most of the food and beverage companies have plans to increase marketing and ad spending at least 15% this year, with companies such as Quaker, Reynolds and Pillsbury Co., Minneapolis, mentioning hikes of more than 20%.

Reynolds chairman J. Tylee Wilson said its Kentucky Fried Chicken unit is countering successfully the challenges of chicken products by nonchicken fast-food chains and others.

Kentucky Nuggets, an answer to McDonald's Chicken McNuggets, is favored two-to-one in blind taste tests, Mr. Wilson contended, adding that in the first full month for which data are available, Nuggets produced a 7% incremental sales gain. They also are generating more lunch business.

RJR has spent the last five years since Del Monte was acquired getting that company in shape and ready to make moves that capture attention, Mr. Wilson said. Now set up with a marketing orientation and strengthened by fill-in acquisitions, such as Canada Dry, Heublein Foods, Morton frozen foods and Sunkist, the programs are beginning to bear fruit, he said.

RJR's commitment to Del Monte is reflected in a higher marketing budget, which was $396 million in 1984, a 41% increase compared with '82. It is expected to reach $530 million by 1987.

Despite lower earnings than expected for its 1985 fiscal year, which ends in six weeks, General Foods' businesses are sound, said chairman James Ferguson.

Although powdered beverages began the year strongly, poor weather and so many new entries containing NutraSweet slowed GF's growth. He said Crystal Light still is considered a success with sales of $150 million, and Country Time lemonade has turned around with volume up 60%.

Kool-Aid Koolers, aseptically packaged drinks now in test, are being considered for expansion.

Another strong area has been frozen novelties, with sales of about $140 million. Those sales are expected to double in the next few years. GF plans to roll out Fruit & Cream later this year and test a new line of frozen desserts.

Geographical expansion is planned for both Ronzoni pasta and Entenmann's baked goods as well as Less low-calorie bread.

Mr. Ferguson said fiscal 1986

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CORRECTIONS & CLARIFICATIONS

• William Lower, new executive creative director at McCann-Erickson, Los Angeles, was previously a senior vp-creative director at J. Walter Thompson USA, New York, not McCann, New York, as reported (AA, Feb. 4, P. 8).

• Frank Barth Inc., New York, said the "Adopt-A-Robot" ad campaign (AA, Feb. 7, P. 4) was done for client Electronic Industries Assn./Consumer Electronics Group, Washington, rather than for "The New Tech Times" tv series, which EIA co-underwrites.

• The percentage of readers who are expectant or have children aged 2 and under for *Mothers Today* is 100% (AA, Feb. 14, P. 34). The 46% listed in the table refers to readers with first-time births.

• The correct year-to-date linage for *1,001 Home Ideas* is 128.7 pages, 1985; 123.2 pages, 1984 (AA, Feb. 18, P. 75).

adWatch

(Continued from Page 4)

creased. So, too, did its awareness level.

Now Coca-Cola is launching Cherry Coke and new advertising featuring Bill Cosby, Aretha Franklin, Martin Mull and others. Pepsi will fire back with a horde of famous names that includes Geraldine Ferraro, Lee Iacocca, Joe Montana and Lionel Ritchie.

This is either soft-drink advertising or a Who's Who of universally liked celebrities. Whichever, its effects on consumer advertising awareness in the soft-drink business bear watching.

While the cola boys slug it out, Seven-Up Co.'s 7UP, itself expected to break major new advertising in March, maintained its traditional role as a bridesmaid but never a bride. Its 6.2% share was good enough to keep it No. 3, but Diet Coke is breathing down the neck of 7UP's bottle with 4.2% (its best showing yet).

Diet Pepsi isn't far behind. Its advertising captured 3.7% of first mentions in January.

Runners-up in wine recall last month were Paul Masson (3.8%) and Taylor California Cellars (2.7%), which have had to content themselves with a back-and-forth competition for the No. 3 spot.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name the advertising in a variety of product categories that first comes to mind from among all seen, heard or read in the previous 30 days.

In January, 1,250 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points between monthly polls is considered to be statistically significant and attributable to more than variations in the sample.

Among other noteworthy results from January's survey:

- On the eve of breaking its long-awaited new campaign for its High Life brand, Miller Brewing Co. took the No. 1 spot among the **top 10** over-all in awareness. Judging from results in the beer category, Lite beer from Miller accounted for most of that awareness. The January, 1984, adWatch survey was the last time Miller claimed the most memorable advertising.

Other members of last month's top 10 were, in descending order, Wendy's, McDonald's, Coca-Cola, Anheuser-Busch's Budweiser/Bud Light, Pepsi, Burger King, Ford, Chrysler and Toyota.

- Miller Lite also was the newsmaker in the **beer** category, though when respondents were asked to name the first beer advertising that came to mind, Lite finished second (11% of mentions) to Budweiser (13.8%).

Lite advertising's recall represents a 3.2-percentage point increase from December and its best adWatch showing ever.

The January survey was conducted before the Super Bowl, during which Miller aired a Lite spot that departed from its 10-year-old "Lite All-Stars" creative format. A Miller spokesman explained the new "Cavalry and Indians" spot as a purposeful change designed "to make sure everyone's still watching." Judging from last month's recall score, Bob Uecker, John Madden and the rest of the gang still are going strong.

Adolph Coors Co.'s Coors, which had vaulted into the No. 2 spot in December, lost much of that ground in January. Its 8.3% share was only good enough for fourth place, behind No. 3 Miller High Life (9.8%).

- Riding high with its "Something special in the air" theme, introduced last month, American Airlines' advertising awareness rose 3.1 points to 14.5% in January. That propelled it to the No. 1 spot in the **airlines** category, displacing United, whose advertising came to mind first for 13.8% of last month's sample.

The January survey was conducted before American, United and others locked ad horns over new restricted discount fares.

Eastern held the No. 3 spot with 10.9%; Trans World Airlines ranked fourth with 7.8%.

- There was some uncharacteristic movement last month in the usually calm **frozen foods** category as the share for General Foods Corp.'s Birds Eye decreased 3.1 points to 10.2%. But its major competitors, Campbell Soup Co.'s Swanson and Pillsbury Co.'s Green Giant, didn't benefit; both also saw slight declines in shares of first mentions. Swanson remained No. 2 with 5.4%; Green Giant's 4.2% kept it No. 3.
- Worth noting is the rapid rise in Sears, Roebuck & Co.'s ad awareness in the **home electronics** category. The nation's largest retailer has given heavy emphasis recently to promoting its array of tvs, stereo systems and tape players, clearly with some effect.

Sears' electronics ads came to mind first for 3.5% of the January sample, placing it second behind General Electric Co.'s commanding 10.1%. Sony trailed with 3.3%; RCA and Whirlpool each garnered 2.3% of mentions.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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'Tinkerer'

(Continued from Page 10)

into place. When they don't, you try to fix them. When they do, it can be enormously rewarding."

Mr. Riordan quickly amended that thought: "That sounds goody-two shoes. There can be disappointments, and you live with your disappointments." Among his, he numbers an idea for regional franchises for *1,001 Home Ideas* (which, with *Health*, comprises Family Media's original nucleus of publications) and the company losing out to Mortimer Zuckerman in the bidding last year for U.S. News & World Report Inc.

"I love the newsweekly field," said Mr. Riordan, "and it's difficult to think we were that close to having one of the great names in American publishing and lost it. . .Memory—'What's too painful to remember, we simply choose to forget.' Barbra Streisand and I go offstage with a buck and wing on that." The latter remark was punctuated with an infectious laugh.

Does Mr. Riordan frown at the idea Family Media is not one of the better-known names in the publishing field? "Even though the company is 15 years old, the latter-day Family Media, dating to the acquisition of *Ladies' Home Journal*, is not quite three years old. Give us time, give us time. We're in no rush to publicize ourselves. I think our purpose is to publish, as opposed to publicize."

Not that Mr. Riordan has anything against parties and publishers' letters, "it's just that we're not trying to grab headlines all the time. It's just that we'd rather grab profits." Again, the infectious laugh.

Speaking of profits and where they go, Mr. Riordan, it could be said, is Mr. Family Media, owning, as he put it, "a little short of" 85% of the privately held company, with the remainder owned by the estate of Mr. Geffen and some of his former associates. Even so, he lavishly praises the company's staff as "simply wonderful people," and downplays his own role: "Woody Allen said, 'Ninety-five per cent of success is showing up every day.' I think he said that—if he didn't, I did."

What next for Family Media? While the two recent acquisitions mean the company will be "a little quiescent for a shortish while" in that arena, Mr. Riordan said, there are plans for new advertising combination buys (*e.g.*, possibly *Health, Savvy* and *World Tennis*, or *LHJ, Health* and *Savvy*); a test of a mail-order book operation, under the name Family Media Communications; the start of the company's own subscription fulfillment center, in Palm Coast, Fla., and financing, with George Banta Co., Menasha, Wis., and the start-up of Digital Prepress Center, Yonkers, N.Y., which operates an electronic prepress center for printing magazines and catalogs.

"I'm really less concerned with what I'm known as than with what I'm doing," said Mr. Riordan.#

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Buyout spurs unit's growth

By JACK HONOMICHL

Chicago—Information Resources Inc., the fastest-growing U.S. marketing and advertising research company, is on the verge of another major surge of growth—the acquisition of Management Decision Systems, Waltham, Mass. (AA, Feb. 21). Combined, the two companies had revenues of $60.8 million in 1984.

The proposed deal, sealed with a letter of intent signed on Feb. 15, calls for an exchange of stock that would result in a purchase price of about $30 million. MDS '84 revenues were $25 million.

IRI, which had an extraordinarily successful placement of public stock in '83, was founded in '77 and has enjoyed impressive growth ever since. Its revenues last year were $35.8 million.

The main IRI service is BehaviorScan, a network of controlled test markets used for new-product test-marketing and advertising-effectiveness tests.

MDS was founded in 1967 by John Little and Glen Urban, two professors at the Massachusetts Institute of Technology, and Len Lodish, a professor at the University of Pennsylvania's Wharton School. They, plus a group of key employes, own stock in what is now a closely held, private corporation.

Their company is involved in two main activities. One is the marketing of information services (about 70% of total business), including forecasting, modeling and related analytical software services. MDS' other main area of activity is through its consumer research division (about 30% of its business), the main services of which are Assessor, a simulated new-product test-marketing service, and Defender, a model and market-measurement system for determining best response to a competitor's new product.

MDS will continue under current management in Waltham as a wholly owned subsidiary of IRI. John (Jay) Wurts, 37, continues as president.#

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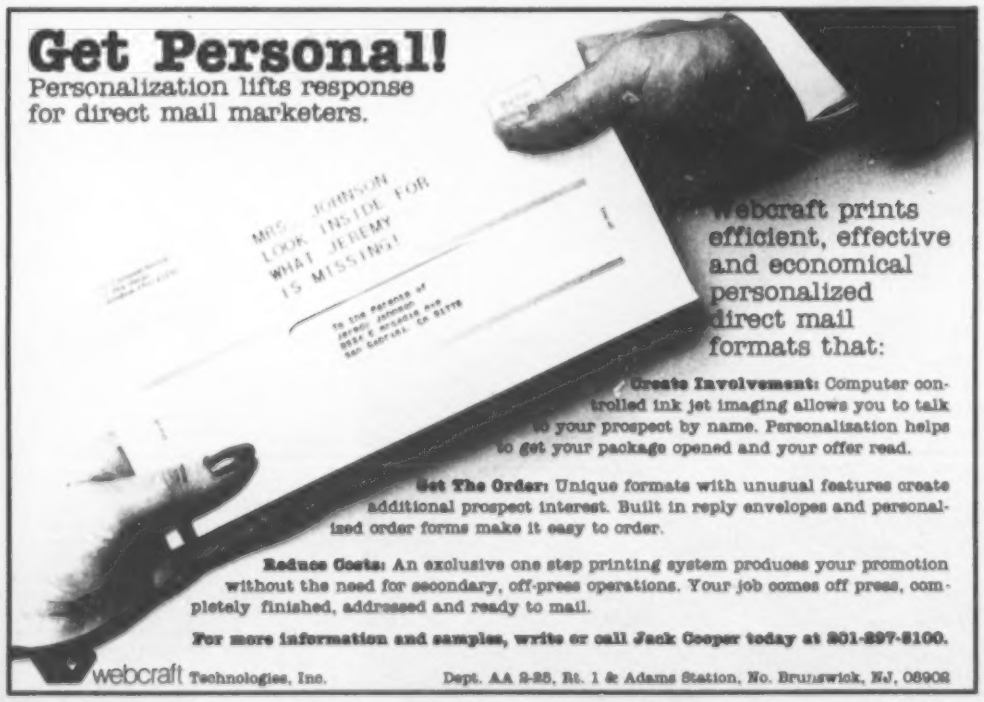

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Cooper branches out

Glastonbury, Conn.—Cooper Advertising here has established a marketing-research division, CAM Research, to provide computer-aided and automated research and survey capabilities to new and existing clients.

Evinrude revs up new pitch

By LAURIE FREEMAN

Evinrude Outboard Motors is gearing up for the 1985 sport fishing season with its first national tv campaign in five years.

The Milwaukee-based division of Outboard Marine Corp. and its agency, Freckmann, Pedderson & Prom, have produced four 30-second tv spots.

Each of the commercials is targeted to one specific group of boaters. All four tie in with Evinrude's supplemental consumer magazine ads.

The estimated $2 million campaign, themed "Evinrude performance," breaks March 10 during the Nashville Network's "Country Sportsman." The spots will air only on that cable channel "because the network has a heavy audience concentration in the north central and southern markets Evinrude wants to reach," said Ron Pedderson, exec vp at the agency.

Evinrude's campaign goal is to lure boaters in three different sport fishing segments: Bass boaters; family-oriented, weekend anglers, and "big water," or offshore, fishing enthusiasts.

The bass boaters are considered the "single most important market" because these sportsmen are looking for performance-oriented motors, Mr. Pedderson said. Bass fishers buy the lion's share of the high-powered, V-6 outboard motors sold each season.

The "Bass boat" spot focuses on a specific Evinrude product, the XP-150 motor. The commercial uses rear views of the motor to demonstrate its high-speed performance.

"Inland fishing" is a family-oriented spot. It shows three generations of a family out for a day of relaxed fishing. Generally, boaters in this category buy 35-horsepower engines to drive the family rowboat.

"They're looking for an engine that is economical and will keep running without trouble," Mr. Pedderson said.

For the "Off-shore" spot, Evinrude engine reliability is stressed, because anglers in the coastal, salt-water markets "look for engines that will hold up in corrosive ocean waters," Mr. Pedderson said.

The fourth commercial is a general retail spot for in-store dealer promotions. "It's a shouter, designed solely to get people into Evinrude stores," he explained.

Competition in the outboard motor category is stiff between Evinrude and Mercury Marine, Fond du Lac, Wis., a unit of Brunswick Corp.

A suit is still pending in federal court on Outboard Marine's refusal to allow boats equipped with Mercury engines to compete in the Formula 1-Outboard Racing Circuit (AA, Aug. 27).

Brunswick remains the biggest spender in the segment, putting about $4 million into advertising its Mercury and Mariner motors last year. Mercury Marine has three agencies: Carmichael Lynch Advertising, Minneapolis; Gardner Advertising, St. Louis, and Martin Williams Advertising, Minneapolis.#

In-Person at new office

ST. DAVIDS, PA.—In-Person Communications has moved its offices to 500 Midland Circle, Suite 111, 19087.#

FLASH REPORT: Newspaper advertising investment for November

November 1984		DOLLARS		CHANGE	
CATEGORIES	YEAR	1984	1983	ACTUAL $ G OR L	% G OR L
Department stores	1984	$111,774,687	$94,158,561	+17,616,126	+18.7
	1983				
Food stores	1984	27,138,265	24,931,229	+2,207,036	+8.9
	1983				
Radio, tv, phonographs, records	1984	23,434,726	17,220,095	+6,214,631	+36.1
	1983				
Alcoholic beverages	1984	4,168,002	4,126,567	+41,435	+1.0
	1983				
Cameras, photo supplies & services	1984	863,268	753,632	+109,636	+14.5
	1983				
Beverages: coffee and tea	1984	120,874	234,529	−113,655	−48.5
	1983				
Beverages: soft drinks, diet/non diet	1984	524,360	486,180	+38,180	+7.9
	1983				
Soaps, cleansers & polishes	1984	49,026	175,677	−126,651	−72.1
	1983				
Cold, cough & sinus remedies	1984	47,975	73,269	−25,294	−34.5
	1983				
Headache remedies & sedatives	1984	0	275	−275	−100.0
	1983				
Publishing & media	1984	17,861,836	13,579,727	+4,282,109	+31.5
	1983				
Sporting & Leisure time equipment	1984	683,441	582,691	+100,750	+17.3
	1983				
Cigarettes	1984	7,951,341	4,658,292	+3,293,049	+70.7
	1983				
Cosmetics, makeup & manicure products	1984	291,136	80,298	+210,838	+262.6
	1983				
Airlines	1984	12,934,556	11,773,219	+1,161,337	+9.9
	1983				
Passenger cars-new	1984	15,313,621	10,225,726	+5,087,895	+49.8
	1983				

IN 100 THOUSANDS IN MILLIONS

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 24 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

FLASH REPORT: Newspaper advertising investment for December

December 1984		DOLLARS		CHANGE	
CATEGORIES	YEAR	1984	1983	ACTUAL $ G OR L	% G OR L
Department stores	1984	$117,385,742	$100,056,706	+17,329,036	+17.3
	1983				
Food stores	1984	27,943,308	25,258,103	+2,685,205	+10.6
	1983				
Radio, tv, phonographs, records	1984	25,659,844	22,491,587	+3,168,257	+14.1
	1983				
Alcoholic beverages	1984	5,427,573	4,483,501	+944,072	+21.1
	1983				
Cameras, photo supplies & services	1984	1,394,498	829,043	+565,455	+68.2
	1983				
Beverages: coffee and tea	1984	78,824	55,116	+23,708	+43.0
	1983				
Beverages: soft drinks, diet/non diet	1984	965,081	517,575	+447,506	+86.5
	1983				
Soaps, cleansers & polishes	1984	24,709	183,715	−159,006	−86.6
	1983				
Cold, cough & sinus remedies	1984	0	45,394	−45,394	−100.0
	1983				
Headache remedies & sedatives	1984	0	0	0	0
	1983				
Publishing & media	1984	9,950,263	7,691,378	+2,258,885	+29.4
	1983				
Sporting & Leisure time equipment	1984	746,080	251,881	+494,199	+196.2
	1983				
Cigarettes	1984	7,114,283	4,870,176	+2,244,107	+46.1
	1983				
Cosmetics, makeup & manicure products	1984	153,131	67,262	+85,869	+127.7
	1983				
Airlines	1984	7,909,062	6,327,993	+1,581,069	+25.0
	1983				
Passenger cars-new	1984	11,160,538	7,846,147	+3,314,391	+42.2
	1983				

IN 100 THOUSANDS IN MILLIONS

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 24 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Ad-dollar levels build yearend gains

NEW YORK—Advertisers' 1984 spending in daily newspapers ended with increases over comparable '83 levels in most major categories, says the Flash Report.

The report on newspaper advertising investments in major market dailies is prepared for ADVERTISING AGE by Media Records.

For the holiday shopping season, department stores, the largest users of newspaper ad space, hiked investments 18.7% to $111.8 million in November and 17.3% to $117.4 million in December.

Food stores increased spending 8.9% to $27.1 million in November and 10.6% to $27.9 million in December. The radio-tv-phonographs-record category increased spending 36.1% to $23.4 million in November and 14.1% to $25.7 million in December.

Advertising for new passenger cars increased 49.8% to $15.3 million in November and 42.2% to $11.2 million in December.

Cigaret companies continued to increase spending in newspapers above '83 levels, with November up 70.7% to $7.9 million and December rising 46.1% to $7.1 million.

Airlines hiked spending 9.9% to $12.9 million in November and 25% to $7.9 million in December.

Other categories registering gains included: Publishing and media advertising, up 31.5% to $17.9 million in November and 29.4% to $9.95 million in December; soft drinks-diet and nondiet, up 7.9% to $524,360 in November and 86.5% to $965,081 in December; sporting and leisure time equipment, up 17.3% to $683,441 in November and 196.2% to $746,080 in December, and cosmetics, makeup and manicure products, up 262.6% to $291,136 in November and 127.7% to $153,131 in December.

The coffee and tea category showed a 48.5% decline in November to $120,874 and a 43% increase to $78,824 in December.

Categories registering declines in both months included: Soaps, cleansers and polishes, down 72.1% to $49,026 in November and 86.6% to $24,709 in December, and cold, cough and sinus remedies, down 34.5% to $47,975 in November and down 100% in December.

Headache remedies and sedatives category showed no activity.#